

Using Lead Generation in Recruitment with Limited Staff Resources

Presented by:
Don Sears
& Karin Lee

About Us



Our goal is to empower and encourage students to pursue an international education, and provide them with the tools they need to educate themselves and experience the world.



About Us

Mississippi State UNIVERSITY

- Mississippi State University
 - Land Grant Institution: Est. 1878
 - Location: Starkville, MS
 - Enrollment: 20,400
 - ~800 international students - 75 countries
 - Carnegie - Very High Research Institution



Agenda

The Admissions Funnel

Filling the Funnel

Marketing and Communications Plans

- Best Practices

- Methods of Communication

- Engagement throughout the Funnel

Mississippi State University

Open Discussion - How are you Driving Students through the Funnel?



The Admissions Funnel



The Traditional Enrollment Funnel

Prospects - Filling the Funnel

- In Country Reps
- Education Fairs
- Your School's Website
- Agents
- Portal Sites
- List Buys
- Marketing and Advertising
- Social Media
- Students and Alumni



The Traditional Enrollment Funnel

Inquiries

Who: Inquiries have expressed interest in your institution. They may be interested in many.

Interests: Student life, campus events, facilities, social life, sports, cost.

Message: Focus on the unique experience that your institution provides.



Applicants

Who: Applicants have submitted an application form, essay, test results, etc.

Interests: Being accepted, personal connections, help.

Message: Focus on guiding them through the application process and next steps in a personal, assuring, and helpful way.



Admits, Confirms, and Enrollees

Who: Admits have submitted all required documentation. Confirms have accepted your admissions offer. Enrollees have made a deposit.

Interests: Comparing offers and making a final financial decision.

Message: Focus on welcoming the student to the college family and check in often until the student arrives on campus. Earn their commitment.



Developing a Communications Plan

What do you need in a successful communications plan?

1. Contact prospective students quickly and frequently.
2. Use the right method to reach your students.
3. Give the students a relevant message



Contact Students Quickly and Frequently

Responding to leads within an hour generates 7x the meaningful conversations than those that wait even an hour later.

*Harvard Business Review



Contact Students Quickly and Frequently

InternationalStudent.com School Search Lead



School Leads x



info@internationalstudent.com

to oip ▾

An international student has contacted your school and is interested in further information about your institution and the courses you offer. Please contact them directly to follow up with this lead.

School Interested in:

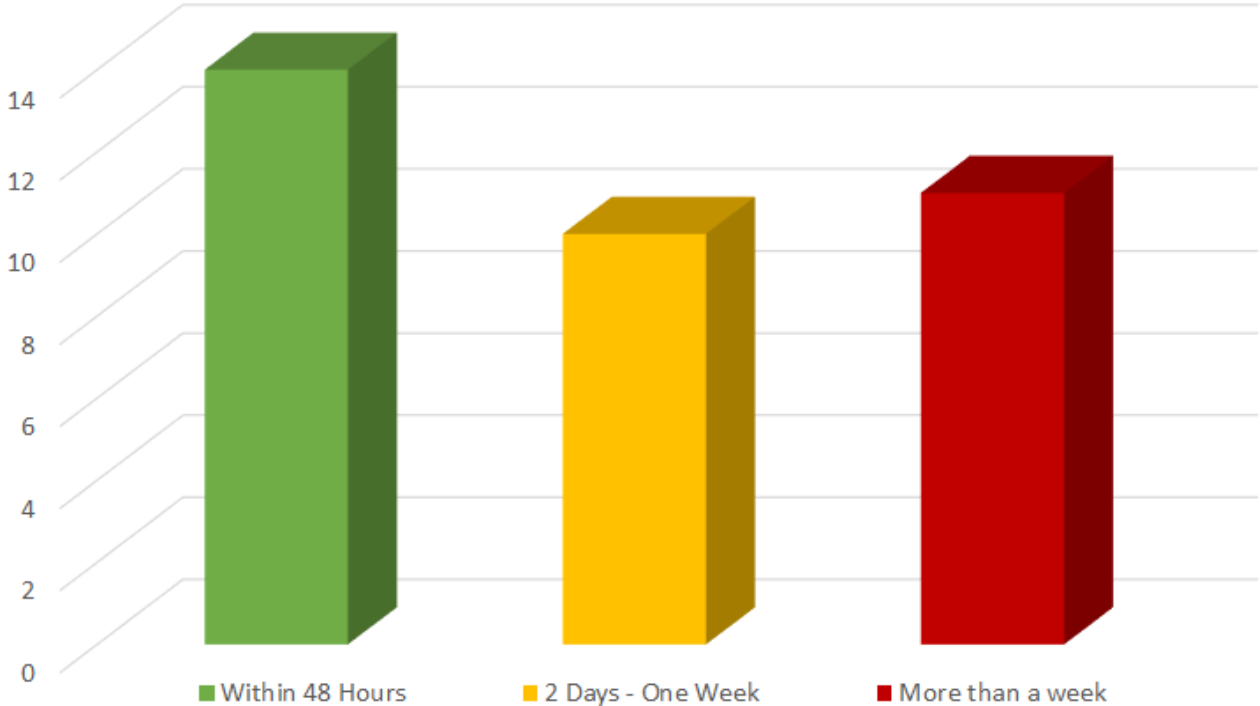
Felician College

Student Lead Information

Student	Alejandro Perez
Email	ali.perez8910@gmail.com
Nationality	Spain
Phone	9047353760
Age	
Mailing Address	13701 Harbor Creek Place Jacksonville, Florida 32224
Date Student Plans to Begin Studies	2014/01/03
Highest Degree Attained	Bachelor's Degree
Intended Study Field	Graphic Design
Degree Sought	Masters / Graduate

Contact Students Quickly and Frequently

Lead Response Times



Subject: Start earning your degree, Alejandro

Dear Alejandro,

We are delighted that you are interested in earning a graduate degree at [Felician College](#). Our graduate programs will give you the skills, knowledge, and confidence you need to meet your personal and professional goals. We offer strong academic programs, supportive faculty, and small class sizes making us truly student-centered.

Go to www.AlejandroPerez.thinkfeliciangrad.com to visit a personalized website that will help you to learn more about our graduate programs.

You will see how convenient and affordable it is to earn a graduate degree at [Felician College](#).

I look forward to learning more about you.

Andrea Horvath
Admission Counselor
[201-355-1445](tel:201-355-1445)
horvatha@felician.edu

Subject: Start earning your degree, Alejandro



Hi Alijandro!

Just a reminder that we are hosting a live chat session for international students on **College Week Live** on **August 19 from 4:00AM EST to 12:00PM EST**. During that time, I will be able to answer any questions that you may have about applying, your current application, immigration, and life at **Felician**.

You can find more information about the event at our [College Week Live](#) site.

If you can't make it and you still have questions, please be sure to email me at qip@felician.edu.

I look forward to speaking to you, Alijandro!



Andrea Horvath
Associate Director of Adult and Transfer Admission
(201) 355-1445
horvatha@felician.edu



Subject Lines:

- Alijandro, It's not too late!
- Alijandro, are you ready?
- Alijandro, considering grad school? Consider Felician
- Start earning your Degree Alijandro
- Happy Easter!
- Start the New Year off Right, Alijandro
- You May Qualify for a Scholarship



Dear Alijandro,

Felician College offers graduate programs which fit the lifestyles of today's busy adults! These graduate programs have proven to propel careers forward.

Stop by the Castle on Monday, September 21, between 5 pm and 7 pm for light refreshments in a casual setting and learn about the graduate programs we offer.

Whether you are looking to advance or change your career, Felician College is a good choice for graduate education. All of our programs are affordable, convenient and reputable. Our students report obtaining new positions and promotions while completing our programs!

For details or to register, visit your personal Web page: think.felician.edu/AlijandroPerez

Feel free to contact me directly with any questions you may have!

Sincerely,



Andrea Horvath
Associate Director of Adult and Transfer Admission
(201) 355-1445
horvatha@felician.edu



Home

Undecided Adult & Graduate
Degree

Apply Now!

Visit Us

Commuter Life

Location

Getting to Campus

Complete Your Profile

Graduate Monday Information Session

Sign up for the next available date: 10/19/2015

Welcome To Your Personal Felician Page, Alijandro!

I am happy that you are interested in Felician College. As the only Franciscan College in the state of New Jersey - just 10 miles from New York City - Felician has a lot to offer.

Whether you want to learn about our pre-professional programs, get help choosing a major or apply for an internship in New York City, our faculty and administrators will work with you one-on-one.

This personal page makes it easy for you to access information that matters to you most - information about your application, academics, financial aid, NCAA Division II Athletic Teams (go Golden Falcons!), student life and more!

I'm your direct connection from your home town of Jacksonville to ours in Rutherford and Lodi, New Jersey. If you ever have any questions about the college, our application process, or upcoming events, please feel free to contact me.

I look forward to getting to know you, Alijandro!



Daniel Flores
Assistant Director Felician College
for Alijandro Perez
(201) 355-1456
FloresD@felician.edu



Application Checklist

Take these steps to complete your application! Once your application materials have been received in full, you should expect to receive an admissions decision within approximately four weeks. Admissions is rolling. If you are an international student or interested in our ACES program, please check the tabs on the left for more information about specific requirements.

- Submit your Application for Admission
- Submit your official high school transcript or GED
- SAT or ACT scores
- Submit Personal Statement
- Submit two letters of recommendation from an academic teacher or school-based counselor
- Submit \$30 non-refundable application fee (check or money order made payable to Felician College)


Methods of Engagement

Base your communication and marketing strategy around the expectations of your target audience. Methods include:

Higher cost:

- School/Home Visits
- PPC
- Print
- Phone
- Branded Gear

Lower cost:

- SEO
 - Email
 - Google Hangouts
 - Webinars
 - Social Media
 - Skype
 - WeChat
- 

In the beginning....

- Decide on where you want to recruit – target!
 - Do your research!
- Find the one thing that sets your institution apart and market that!
- Develop marketing material that clearly shows all the relevant information, especially tuition!
- Make sure you have all the infrastructure in place before you start reaching out.
- Take the time to create a recruitment strategy and communication plans.



Current Lead/Inquiry Generation

- EducationUSA
- Information Request Form on School website
- Current Students
- Alumni
- Agents
- Visiting regional high schools and community colleges
- Web Platforms such as ENVISAGE Study In The USA



Planned Lead/Inquiry Generation

- CollegeWeek Live High School Connect
- List Buys
- Expand Agent Utilization
- Participate in fairs in target countries
- Recruitment tours (High School Visits)



Communication Plan for Inquiries

Email Series (Inquiries)	
* Starting point is when we receive a lead or inquiry, goal is to answer within 24 hrs * endpoint is application, request from student to stop, or passing desired begin of studies date	
Introductory email then one email per month	Looking for a TRUE American College Experience?
Second Email	Introduce Recruitment Team (Picture)
Third Email	Connect with us through Social Media
Fourth Email	Recruiting Team Member introduction (your personal contact at MSU)



Sample Email to Inquiries



Looking for a TRUE American college experience? MSU offers over 80 different majors and many undergraduate research opportunities. Our student employment rate is 90% after graduation.

To learn more about the affordable education at our top-ranked research university, visit our website at

<http://www.admissions.msstate.edu/>.

If you would like to learn more about finding your **true self** at Mississippi State, contact us!

Take care,

Your Friends at Mississippi State

[Apply Now](#)

Like us on Facebook.

Take a look at our blog.

WeChat ID: InternationalMSU



Communication Plan for Admits

Email Series (Admits)	
* Starting point is when we receive notification of Admission	
* endpoint is request from student to stop or enrollment	
First Email	Congratulations on Admission, welcome sentence in native language
Depending on time of admission, either twice a month or once a month	
Second Email	More about MSU (Program Opportunities, Intro to Service)
Third Email	Organizations on Campus (personal testimonies)
Fourth Email	International Undergraduate Student Profiles



Sample Email to Admits

Dear (Student Name),
(Translated into native language)
You are about to embark on a once-in-a-lifetime experience!
We would love to be a part of that journey
and we look forward to have you here with us at Mississippi State University.



Hearty congratulations on getting admitted to Mississippi State University!
A remarkable accomplishment, you should definitely be proud of. Moving into a new country for education can be both mindboggling and challenging. An absolutely novel society, culture, administration and economy, people, and above all, a completely new education system. But the moment you step on the MSU campus, you will feel at home. Mississippi, a state with a picturesque natural environment and a pleasant climate, is known as the “hospitality” state; anywhere you go, you will be greeted with smiles and politeness. Along with its warmth and kindness, the university will provide you with a plethora of facilities and opportunities to grow academically and personally. All said, the state of Mississippi in general and MSU in particular is a wonderful opportunity which will cherish. I have transitioned into a much more confident person and the credit goes to the kind people here who have helped and supported me. You will not regret making the decision to come to MSU.

You can email me if you have any questions and I look forward to seeing you on campus very soon!

Hail State! (can't use that unless you explain it)

Take care,

(Recruitment Team member signature)



Communication Tools

Person to Person - Direct

- Skype
- Viber
- WhatsApp
- WeChat
- Google Messenger
- Facebook Messenger
- Email
- Snail Mail

Indirect Communication

- Facebook
- Instagram
- Blogs
- Twitter
- Website
- Mass Mailing



Using Social Media in Recruiting

Like us on Facebook

[Mississippi State University International Admissions](#)

[MSU International Undergrads](#)

Follow us on Twitter @msstateintl and Instagram @msstateintl

Check out our blog on [Tumblr](#)

WeChat ID: InternationalMSU



Recruiting with Current Students and Alumni



- Reception in Pune, India for admitted MSU students and their parents but also open to prospective students and parents
- Current graduate and undergraduate students and their parents rented the banquet hall and took care of the logistics
- Used Envisage to help spread the word of the event (email and social media)
- Small touches – MSU Swag, identical T-shirts



Recruiting with Current Students and Alumni

- Used Envisage to help spread the word (email and social media)



Joined the reception remotely via Google Hangout



14 students from Pune enrolled in fall 2015!



Open Discussion

How are you driving students through the funnel?



Thank you!

Don Sears - dsears@envisageinternational.com

Karin Lee – karinlee@international.msstate.edu